

The Washington Times

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MAY CIRCULATION.

The number of complete and perfect copies of The Washington Times printed during the month of May was as follows: May 1, Sunday, May 17, 60,147 May 2, 48,865 May 18, 51,341 May 3, 46,574 May 19, 48,082 May 4, 49,267 May 20, 50,952 May 5, 49,140 May 21, 52,109 May 6, 49,250 May 22, Sunday, 52,250 May 7, 49,615 May 23, 52,250 May 8, Sunday, May 24, 49,450 May 9, 49,381 May 25, 49,329 May 10, 48,876 May 26, 48,900 May 11, 48,748 May 27, 47,390 May 12, 49,621 May 28, 48,904 May 13, 49,177 May 29, Sunday, 48,584 May 14, 50,090 May 30, 48,584 May 15, Sunday, May 31, 46,463 May 16, 50,218

Total for the month, 1,286,708 Daily average for the month, 48,873

The net total circulation of The Times (dailies) during the month of May was 1,152,822, all copies left over and returned by agents being eliminated. This number, when divided by 25, the number of days of publication, shows the net daily average for May to have been 46,113.

SUNDAY.

The number of complete and perfect copies of The Washington Times printed Sundays during the month of May was as follows: May 1, 41,320 May 22, 41,145 May 3, 41,771 May 29, 39,219 May 15, 40,901

Total for the month, 204,575 Sunday average for the month, 40,915

The net total circulation of The Times (Sundays) during the month of May was 176,192, all copies left over and returned by agents being eliminated. This number, when divided by 5, the number of Sundays during May, shows the net Sunday average for May to have been 35,238.

In each issue of The Times, the circulation figures for the previous day are placed printed at the head of the first page, at the left of the date line.

Persons leaving the city for a long or short period during the summer can have The Times mailed to them at the rate of thirty cents a month, or seven cents a week. Addresses may be changed as often as desired. All mail subscriptions must be paid in advance.

PEACE IN RAILROAD WORLD NOW ASSURED.

For some months to come there will apparently be peace in the railroad world and in the business world, so far as conditions are dependent on the railroad situation. The roads in the Missouri river region, in the Central Traffic Association territory, and in the East will not seek to enforce increases in freight rates until those increases have been passed upon by the Interstate Commerce Commission.

If the railroad bill that emanates from conference does not change the Senate bill as to the length of time for which railroad rate increases can be suspended, the Interstate Commerce Commission will have approximately a year in which to investigate the necessity and justification for the proposed higher rates. In the meantime indications are that both the shippers and the railroad managers will be content to await the outcome.

It is apparent that the railroads are assuming that because the Administration has agreed to withdraw the suit begun in Missouri to enjoin rate increases and to dissolve the Western Trunk Line Association agreement that the Sherman law is not to be applied to such agreements in the future. But it is stated flatly at the White House that any such assumption is without warrant and that no promises have been made the roads not to enforce the Sherman law. In actual practice, however, it is quite clear that what is going to happen in the future is this: Under the new railroad law the interstate Commerce Commission will have more power to deal with rate increases than it has had before, and the deciding of what increases in rates are justified is going in practice to be left largely to that body. If the railroads and the public would be content to leave the adjudication of rate questions and related matters to the Interstate Commerce Commission entirely it would be fortunate and would contribute greatly to solving a troublesome situation.

PUBLICITY AS AN AID TO REFORM MOVEMENTS.

Maurice Niekman, secretary for Governor Hughes' stock exchange commission, is disposed to rely upon publicity rather than upon legislation as a cure for the evils of speculation. Legislation is, of course, needed to enforce publicity, but the actual remedy is to be found, he thinks, in tearing the veil from the financial mysteries so that the public can see for themselves what is going on.

There is much to be said for the idea. How many disastrous investments would be saved if the investor were furnished with sworn statements of the actual condition of the enterprise to be floated, if he knew the extent of the participation by directors, and if prospectuses were subject to expert official examination and protected by an oath with the usual uncomfortable penalties for perjury. There is no reason why the Government should not sometimes intervene

on behalf of the sheep as well as of the wolves, while those who offer financial information to the public with a view to extracting from them sundry coins of the realm can hardly complain if they are asked, in fact forced, to tell the truth. It would come a little difficult at first, but they would get used to it if they survived.

Publicity has greater remedial powers than have yet been appreciated. There ought to be more of it, not only on the stock exchange, but in Congressional committee rooms, city halls, and other centers of government. The public ought to see the pudding being made as well as being invited to eat it after it is made.

ITALY AGAIN VISITED BY DISASTROUS EARTHQUAKE.

Once more calamity has laid its heavy hand on Italy. Another earthquake has visited that country, causing havoc in the province of Avellino. From the cables it appears that a region of fifty miles radius was thrown into a panic, many lives were lost, and much suffering entailed. That the disaster is a grave one and is so felt by the people and the government of Italy is indicated by the fact the King and Queen, Victor Emmanuel and Queen Helena, have gone to the scene.

In itself this latest seismic disturbance is not as great as the horrors of Messina, Reggio, and San Francisco. But it is clear that, with the terrors of Messina and Reggio still fresh in memory, the Italian people easily become panic-stricken when the earth trembles. The superstition is rife among many of the ignorant that the end of the world is at hand.

Americans as usual in such cases are prompt to offer and extend aid. The American Red Cross is preparing to be of assistance. No such suffering as in the case of Messina and Reggio is to be expected, unless there are further disturbances, but the situation is bad enough, so that help from this side of the water will be of great use.

BUILDING UP THE LOCAL MANUFACTURER.

The Commercial Club of Kansas City, Mo., has started in upon a campaign to develop the city's manufacturing interests. It is not only going to try to persuade more manufacturers to locate there, but it proposes to see if those already established cannot be built up by co-operation with the jobbers and the public. To that end a circular letter has been sent out, in which the following information is requested:

Firm name. Location. Date of organization. Amount of capital at start. Amount invested at start. Number of employees at start (male and female). Value of first year's output. Amount of capital January 1, 1909. Amount invested January 1, 1909. Value of output, 1909. Number of employees, 1909 (male and female). Kinds of goods manufactured. Names of brands. Do you buy goods outside of Kansas City which now are being manufactured in Kansas City? If so, why? What firms in Kansas City sell your product? Which firms in Kansas City should sell your product which do not now? Is there any way in which you can co-operate with and assist you in developing and extending your factory output? How about your fuel supply, water supply, etc.? Can we assist you in reducing the cost? How far from Kansas City do you sell goods?

It is a great deal better to help push the manufacturer who has shown by actual results that he deserves help than it is to strive to induce outsiders to come in and experiment. In every city there are manufacturing concerns with possibilities of large growth and which, given half the assistance and encouragement freely bestowed upon the foreigner, would show far greater returns.

Prince Mirza Riza of Persia says he learned to speak English in twenty-four days. But how about speaking the truth.

President Diaz has discovered the real way to defeat his rival for the presidency. He's put him in jail.

Instead of being run by a tinker, Wall Street recently has been ruled by an alarm clock.

It is more than significant that the key to the situation in Bluefields is a bluff.

It's funny how man's women can fall in love with a rich man after he's dead.

This boxing they've stopped in the navy is not boxing the compass.

What so rare as a raise of railroad rates in June?

These are Dailzell's Black days.

MRS. ARTHUR GORMAN REPORTED IMPROVED

Widow of Maryland Senator Has Chance for Recovery, Says Physicians.

Mrs. Arthur Pue Gorman, widow of Senator Gorman of Maryland, was reported to be much improved today.

Mrs. Gorman has been seriously ill at her residence, at Vermont avenue and L street, for several days, and it was not thought yesterday that she would live. Her condition has improved, however, during the past twenty-four hours.

GERMANS PROTEST POPE'S ENCYCLICAL

BERLIN, June 8.—An organized protest by the Protestants of Germany will be made next Sunday against the Pope's encyclical.

The letter will be the subject of every sermon. All Protestant ministers have been invited to attend a great mass meeting at Magdeburg.

A Newspaper Discussion By Mr. Munsey That Introduces Some New Thoughts And Reaches Some Very Definite Conclusions

In a series of talks with the readers of The Boston Journal, one of Mr. Munsey's newspapers, he has said some things of pretty serious interest both to newspaper readers and to newspaper makers. We are reproducing these discussions from The Boston Journal, with the belief that there is much in them that fits the Washington field, as, in fact, it would fit the newspaper field at large. The discussions will appear in these columns from day to day during the coming week.

FIFTH PAPER.

Reprinted from The Boston Journal.

We have too many newspapers in Boston for the good of the newspapers themselves. We have too many newspapers in Boston for the good of the community. Too many newspapers mean poorer newspapers; too many newspapers mean an unnecessary burden on the people.

When you buy a newspaper at one cent, you think that that is all you pay for it, don't you? Well, you are wrong. You are paying five cents for it, perhaps more. And when you buy a Sunday paper at five cents, you think that that is all you pay for it. Well, you are wrong. You are paying twenty-five cents for it, and perhaps more.

You pay the difference between one cent and five cents, and the difference between five cents and twenty-five cents, in the food you eat, the things you wear, and the home in which you live. It is very easy for us to fool ourselves. We do it right along. Indirect taxation appeals to our temperance. We think, if we think at all, that the other fellow pays the bills. But there is nothing in this. We are lumbugging ourselves.

There is no profit in the circulation of newspapers at one cent, or I might better say at approximately half a cent. Allowing for the unsold copies that are returned, and for the expenses attendant upon handling the circulation, the net revenue to the publisher on the average one-cent newspaper is well under half a cent.

This does not begin to pay for the white paper, at its present cost. It is apparent, then, that it is the advertisers' money that publishes the paper, and the advertisers' money is your money.

The merchant is only a broker. He gets what amounts to a commission on the business he does. This is one way of looking at it, and, in the final analysis, it is the right way to look at it. The merchant no more runs a merchandising establishment for himself than a newspaper-owner publishes a newspaper for himself. Both run their respective concerns for you.

You can make a merchandising establishment, or you can break it. You can establish it in a day or kill it in a day, just as you can establish or kill a newspaper in a day. It is your support, your money, that makes it possible for either to continue.

The money that the advertiser spends in advertising is not his money. It represents an additional charge on the goods you buy. The merchant must make a certain net profit in order to live. Failing make such profit, he must close his shop. If his advertising costs him one per cent, on the total volume of his business, this expense is expressed in the price of the things you buy. If his advertising costs him five per cent, this expense is expressed in the price of the things you buy. It is inevitable that it should be so.

Boston has eleven daily newspapers. This is half a dozen too many. If we had only four or five, we should have better newspapers, and at less cost to you. It costs the merchant a good deal more money to reach the community through eleven newspapers than it would cost him through four or five newspapers, and as the cost is increased to him it is increased to you. You are the source of his income. You pay the bills in the end; you pay the freight.

You might reason from this that the merchant should not advertise at all, but that would not work out, because his fixed charges would be so great on a small volume of business that he could not compete in price with the man who does advertise, and who, as a result, does the larger business. Advertising is to

day a legitimate and essential part of the scheme of merchandising. Advertising means telling the people what one has for them.

So I say that too many newspapers are an added burden to you, and too many newspapers mean inferior newspapers. Competition up to a certain point is good. Beyond this point it is bad.

You have two lines of railroad between Boston and Portland. There is business enough for these roads to make them profitable. How would it be if four more roads were added, making a half dozen in all? What would be the result? Would these additional roads prove an advantage to you? Certainly not. It would mean additional burdens. It would mean bigger railroad fares, heavier freight rates, and poorer service, or bankruptcy for the roads. It would probably mean all four. There would be no sense in such competition, and the State would not permit it.

Six competitive railroads between Boston and Portland would be just about the equivalent of eleven daily newspapers in Boston. This is a very fair comparison. There is no exaggeration in it. There is no more occasion for eleven daily newspapers in this field than there is occasion for six lines of railroad between here and Portland. Your six lines of railroad could not be operated profitably, neither can eleven daily newspapers be operated profitably in this town.

Boston is the most difficult newspaper field in the country. Indeed, it is pretty nearly an impossible field, with the relatively high cost of labor and the smaller revenue from advertising sources.

I think I am accurate in saying that there is but one city in America where the scale of wages in newspaper offices ranges so high as in Boston. This one exception is New York. In Philadelphia and Baltimore and Washington the wage-scale is less and the income greater. All Western and Southern cities are wide-open towns in the matter of advertising. With emphatically bigger advertising receipts in these other places, and a lower cost of doing business, the publisher of a newspaper has a show for his life.

Journalism in the old days, when a newspaper could exist and become profitable on a few thousand circulation, was quite a different proposition from that of today. Then it cost little to get out a newspaper. The machinery equipment represented only a few hundred or a few thousand dollars. Today a big modern newspaper plant represents two or three hundred thousand dollars. Then the papers were small and the price big. Four-page newspapers were the rule. An editor of brains and some following was the whole thing. The reporters and the business office cut little figure. The paper was a vehicle for the editor, giving the news incidentally. Today the newspaper is primarily a newspaper, expressing opinions incidentally.

With this old type of newspaper, representing a tiny tangible investment, competition didn't much matter. The newspaper was more or less a personal organ, and if it failed to make a living for the man at the head of it, there was not much loss. But now journalism is a business, a very big business, requiring a large capital and involving great risks. It is just as much a business as is railroading. But in addition to the business side, there is the newspaper side, which embraces all that a newspaper means, or should mean—the thought, the news, editorials, the literary features, and other features that go to make up a newspaper. This side is the heart and soul of the proposition. With this double responsibility, this double-sided job, the work of the newspaper man, even under the most favorable conditions, is the hardest in the world.

A consolidation of the eleven daily newspapers of Boston into four or five

would be the best thing that could happen to the newspapers themselves, and the best thing that could happen to the reading public. There is no common sense and no business sense in a dozen newspapers fighting for life and supremacy in a field that would be overcrowded with half a dozen newspapers.

Such consolidation would remove all this useless competition and save the community millions of dollars that every little while are lost in unsuccessful newspapers—not necessarily new ventures, but great newspapers that prove unequal to the white-hot pace of the day. As an illustration, let me say that there is one newspaper property in Boston that has shown an approximate depreciation of three millions of dollars during the last half-dozen years, and this depreciation is due solely to present conditions and to ruinous competition rather than to inefficient management.

Of course, mistakes have been made. They are made in my office, and in other newspaper offices. With a receding business, and the cause of the recession a mystery, the manager of a newspaper is compelled to make changes, compelled to experiment. Whatever mistakes have been made in this particular case mean little as compared with the well-nigh insurmountable difficulties of the situation—the difficulties the management has had to face.

Another newspaper here in Boston has recently been in the public eye in connection with its heavy financial losses within the last few years. And in this case, as in the other, the management comes in for criticism on the part of the people who don't know—who don't know what journalism means here in Boston. Such criticism counts for little in the higher courts of judgment.

But it is difficult to get newspaper owners to the point of applying common sense business principles to newspaper properties. So I fancy that for the most part any improvements in this journalistic situation will come by way of extermination instead of consolidation.

I don't know where The Boston Journal will come out in this struggle for life. But I do know that if you like my ideas of journalism, and will co-operate with me, I will give you a clean newspaper, a better newspaper—a better rounded out and more complete newspaper in all that is worth while in journalism—than you have ever had, a newspaper that will fit New England, and with which New England should be satisfied.

For every bit of interest you take in this matter, for every dollar's worth of effort you put into it, I will match your dollar with my dollar, be the amount a million dollars or more. I don't care how much money I spend on this newspaper, if it is well spent, and so spent that it will earn an honest return on the investment. I have no desire to make a fortune out of The Boston Journal. It is not necessary that I do so, but a newspaper that is not self-supporting is not self-respecting, and a newspaper that is not self-respecting is not worth while.

Boston is big enough to support two first-rate morning newspapers, and two or three evening newspapers—not more. This statement presupposes the one-cent price, which is now the normal price of a newspaper. As a matter of fact, a one-cent newspaper today must be quite as good as a two-cent or three-cent paper if it expects to get anywhere.

The one-cent newspaper has a chance for life; the higher-priced newspaper is dead, or slated for death—a slow death, perhaps, but a certain death when in competition with one-cent newspapers of approximately equal merit. Such a differential would kill any property.

FRANK A. MUNSEY.

ALASKAN INQUIRY WILL BE DEMANDED

Senate Subcommittee to Urge Thorough Airing of Administrative Conditions.

HOLDERS OF OFFICE UNDER SUSPICION

Sentiment Growing in Congress That Housecleaning Is Needed. Syndicate Is Blamed.

A sweeping investigation of Alaskan affairs will be strongly urged in Congress before the session ends. The movement for it will come from the Senate subcommittee which is engaged in investigating the charges which have been made in connection with the ousting of Daniel A. Sutherland as marshal of the Juneau district and John J. Boyce as district attorney for the same district and the appointment to their places of Herbert L. Faulkner as marshal and John Rustgard as district attorney.

The charges made in connection with the investigation whether Rustgard and Faulkner should be confirmed constitute such an attack on the administration of Alaskan affairs as to be astounding. They have impressed the subcommittee to the extent that it is now looked on as quite certain that its members or some of them will insist that the administration of the Territory ought to be probed into. If the question is forced into the Senate, it will not be easy for the leaders to avoid ordering the inquiry.

Quite apart from the specific question whether Messrs. Faulkner and Rustgard are fitted for the offices to which they have been appointed, enough charges as to maladministration in Alaska have been set before the subcommittee to cause a stir in that body.

Will Probe Morgan-Guggenheim Syndicate.

If there is an investigation, it will be directed to the broad proposition of whether the Morgan-Guggenheim interests and other great corporate interests are in reality trying to gobble up Alaska and, not content with grabbing up its great mineral resources, are trying to control the Government by getting their creatures named to the Federal offices. So much has been said on this subject that many Senators have come to the conclusion the facts ought to be sifted impartially in order that the truth may be known one way or another. Things have arrived at such a pass that a man who accepts an appointment to a Federal job in Alaska can hardly escape being charged with the doing of things of a corrupt character or of the display of leanings in favor of this or that interest.

One Senator said recently that the only situation that compared with the Alaska situation in modern times that he knew anything of was the situation in India under the famous East India Company, as brought out in that famous story of Warren Hastings, as told by Macaulay. While it seems incredible that there should exist in any American Territory any such regime of exploitation, this remark illustrates the fact that there is strong feeling on the Alaskan subject in Congress.

Change Improbable Until After Investigation.

Until Congress is pretty well satisfied as to what is actually going on in Alaska it is not probable that any change in the Government can be effected. President Taft insisted at the outset of the session strongly on a complete change in the form of government. That is, he wanted a legislative council and governor, all of them appointive, to administer the country. This body was to be given large powers in the matter of concessions and the like.

From the outset it was impossible to get thorough consideration of this proposition for the simple reason that about the Senate and the House there was a rife atmosphere of suspicion that, without discussion, the President and his interests were hoping they could get their friends named on the council. This illustrates the fact that it is difficult to move in Alaskan matters in any direction without encountering the fog of doubt that hovers over nearly everything relating to the government of the territory.

TWENTY-FOUR DAYS TO LEARN ENGLISH

NEW YORK, June 8.—It only took twenty-four days for Prince Mirza Riza of Persia, who is here studying scientific agriculture, to acquire a working knowledge of English. He hired a tutor and spent eight hours a day in accomplishing his aim.

The prince is studying agriculture so as to establish reforms in his native country. He believes that the fields of Persia, under the proper cultivation, could be brought to bear sevenfold their present yield.

What's on the Program in Washington

Rauscher's—George Washington University graduation reception, 9 p. m.; dancing, 9:30 p. m. Vetter's Hall—Southeast Washington Citizens' Association, 8 p. m. National Rifles Hall—National Union class initiation, 8 p. m. Aloysius Club minstrel show, Gonzaga Hall, 8 p. m.

Theaters.

Belasco—"Little Minister," 8:15 p. m. Columbia—"Road to Yesterday," 8:15 p. m. Academy—Vaudeville, 7:15 p. m. Gayety—"College Girls," 8:15 p. m. Casino—Motion pictures and vaudeville. Constitution—Motion pictures and vaudeville. Masonic Auditorium—Motion pictures. Arcade—Midway attractions. Glen Echo—Dancing and motion pictures. Luna Park—Music and vaudeville. Chevy Chase Lake—Music and dancing. Chesapeake Beach—Boardwalk attractions.

(The Times will be pleased to announce meetings and entertainments in this column, phone or write announcements.)

ART WORK OF PUPILS NOW ON EXHIBITION

The annual exhibition of drawing and color work by pupils of the special and regular classes of the Central High School began today, with several hundred visitors attending. The exhibit will continue today and tomorrow from 10 in the morning until 9 p. m. On Friday the work may be seen from 10 a. m. until 10 in the evening. Miss Annie M. Wilson, head of drawing and art instruction at the central school, is in charge of the exhibition. She is assisted by Miss Page Taylor. The work is shown in the art rooms on the top floor of the O street building.

AUDITOR TWEEDALE TO ATTEND MEETING

District Auditor Alonzo Tweedale left Washington today for New York to attend the annual meeting of the National Association of Comptrollers and Accountants, of which he is president. The association meets tomorrow for three days' session and many matters of importance are expected to be discussed, among them being the uniform budget, of which the association is sponsor. Auditor Tweedale was elected president at the last annual meeting in Detroit, but will not be a candidate for re-election to that office.

FLAG DAY PLANS OF COL. A. S. PERHAM

Arrangements are being made by Col. A. S. Perham, patriotic instructor of the Department of the Potomac, G. A. R., for the celebration of Flag Day in the District next Tuesday. Exercises to be held at the public schools and the Carnegie Library will be under the supervision of the Helen Spencer Mussey Tent, Daughters of Veterans. The committee in charge consists of Mrs. Crenshaw, Miss Roberts, Miss Hamilton, Mrs. Johnson, Miss Spencer, and Mrs. Scott. Senator Burkett of Nebraska and Representative Jamieson of Iowa will be the principal speakers at the exercises to be held at the Government Printing Office. Public Printer Donnelly will preside.

INCREASED SERVICE ASKED BY CITIZENS

Increased car service will be asked on the Le Droit Park line of the Washington Railway and Electric Company by the North Washington Citizens' Association. The association will also ask for more lights for W and T streets and alleys in North Washington. The next meeting will be in the fall, the final session of this season being Monday night, in the parish hall of the Church of the Advent, when President Edwin A. Ness thanked the members for their co-operation, and the work of the last year was reviewed.